



## BSI Kitemark™ tests prove the new DoorShield™ sets the highest standards of flood protection

“Everyone knows the BSI Kitemark for the quality and integrity it stands for. BSI testing has helped us show how really effective our new domestic flood barrier is – we’re putting the Kitemark and the results front and centre of our marketing because we know customers really trust it.”

**Ron Grover**  
Founder, The Flood Experts

### At a glance

The Flood Experts are entrepreneurs who have developed the DoorShield, an advanced water barrier for houses vulnerable to flooding. Inspired by marine technology, the DoorShield provides residents with excellent flood protection and long-term peace of mind, and is underpinned by certification to the world-renowned BSI Kitemark. The DoorShield has far exceeded the test results required for Kitemark certification. Now, as The Flood Experts bring their innovative product to market, the BSI Kitemark is playing a vital role as a symbol of quality and reliability that reassures demanding buyers.

### The BSI Kitemark

- Instantly indicates product quality and reliability
- Proves the product has met objective standards
- Assists market entry by reassuring installers and homeowners
- Demonstrates commitment to best practice

### The Flood Experts' DoorShield:

- Is super-strong to resist floodwater and debris
- Far exceeds the BSI Kitemark test standards
- Fits direct to masonry, with no ugly frames
- Carries a unique 10-year warranty



## Business background

The Flood Experts is the trading name for Kayron Ltd, a Dorset-based company founded by entrepreneur Ron Grover and his business partner Susanne Pinnock.

Ron is 'the flood expert' – a specialist in waterproofing, pump installation and water diversion works, as well as building construction. He realized over a decade ago that more effective barriers were needed to protect properties from floodwater entering through doorways.

As he explains, "Many barriers are worryingly flimsy and allow a lot of water seepage – and just a few inches of water coming into the home can cause thousands of pounds of damage. I was confident I could come up with a design that was genuinely watertight, but also strong, long-lasting and affordable. I was only interested in designing a barrier that would be the best on the market."

Ron knew flooding was occurring more frequently and affecting more homes because of the onset of climate change and more extreme weather events, coupled with the necessity of building on flood plains. In short, he had identified a potentially large and growing market.

## Product development

Over the past 10 years, starting from scratch, The Flood Experts have been on a long journey towards satisfying this market, designing and patenting the DoorShield.

The DoorShield's innovative design works with water, not against it. It uses the water's own force to strengthen and tighten its seals. It is exceptionally tough, made from 10mm-thick fibreglass, which means it copes with water pressure and water borne debris that can punch through some weaker barriers.

The DoorShield is also designed to be durable. Its simple design as a tough, one-piece unit means it is very robust and has a low chance of failure, even over the long term. This means it can be sold with a 10-year renewable warranty.

Another advantage is that it fits directly to the masonry exterior of a property, so when it is not in use only a few discreetly plugged bolt holes are visible – there are no permanent, ugly frames that spoil the look of a house.

## BSI Case Study: The Flood Experts

### Why the BSI Kitemark?

Developing the new product has been far from easy, demanding all The Flood Experts' resources in terms of time, effort, money and ingenuity.

They have also tapped into external expertise. Partnering with a Dorset-based boat-builder, they developed a resilient, fluid-dynamic shape that harnesses water flow to press the unit tighter to the masonry and help deflect debris. Working with Fischer Fixings and Delta Rubber – industry leaders in fittings and seals respectively – ensured every component is the most robust and effective available.

Another key source of expertise has been BSI, which has provided invaluable support through its testing services and Kitemark certification process, helping The Flood Experts to make their production processes as resilient as their flood barrier and giving them the independent evidence of effectiveness they need to go to market.

As Susanne explains, "Development has been hard, but we also have to do marketing on a shoestring budget." Although the ultimate beneficiaries of the DoorShield are homeowners and tenants, The Flood Experts realize that the product will also be sold via professional installers and specifiers, such as local authorities, housing associations and landlords.

It is here that the BSI Kitemark comes to the fore. As one of the most widely-recognized quality symbols in the world, it demonstrates 'The Flood Experts' commitment to offering a first-rate product. "We're currently identifying key installers around the country," continues Susanne. "We want to work with the most experienced and professional firms and they demand convincing evidence of the merits of our product. Having the Kitemark test results to show them has really made them take notice and understand how well the product works."

### Benefits of BSI testing

BSI puts flood products through stringent, regular testing and a Kitemark is only awarded and maintained by those that consistently reach a clearly defined standard of quality and reliability – so when customers buy the product they do so with full confidence.

## Certification: BSI Kitemark™

In fact, the DoorShield's test results have far exceeded the minimum standard required for BSI Kitemark certification, even in the toughest tests. The Kitemark standard allows for leakage of up to half a litre of water per hour, per metre of seal. "With most floods lasting for several hours – and sometimes for days or even weeks – this rate of leakage quickly adds up to enough water getting into a property to ruin carpets or flooring," says Ron.

In contrast, the DoorShield's leak rate is negligible. Experts at the flood testing facility at Wallingford in Oxfordshire recorded only a few tiny drops of seepage, even in their longest, toughest tests. Ron adds, "When the testers closely examined the seals, they couldn't even find a possible source for those drops – so they were likely to have been just condensation."

The Flood Experts are proud to publish the DoorShield's full BSI test results on their website ([www.thefloodexperts.com](http://www.thefloodexperts.com)) and would like to see that becoming standard practice, so customers can fully research the product that is going to protect their home. Ideally, they would like to see some form of additional grading for Kitemark certification too, "because we've reached a 'gold' standard," says Ron.

### Bright future

Despite the hard work and investment required to achieve their BSI Kitemark, The Flood experts need no convincing of its benefits. "It's too early to assess the effect of it on sales, but we are putting it front and centre of our marketing because customers trust it," continues Ron. "As a start-up business, we've been on a long, hard journey, but when you believe in a product you don't give up. I would go through the whole process again at the drop of a hat. We're very proud of our BSI Kitemark and, with BSI's support, we're determined to crack this market."

**Contact us to find out how BSI certification can help your business make excellence a habit.**

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